

#### ABSTRACT OF THE DISCLOSURE

In a reverberation apparatus, a storage section stores a directional characteristic representing a directivity of generated sound at a sound generating point. A position determining section determines a position of the sound generating point within an acoustic space on the basis of an instruction from the user. An orientation determining section determines an orientation of the sound generating point based on the determined position thereof. An impulse response determining section determines an impulse response for each of sound ray paths along which the sound emitted from the sound generating point travels to reach a sound receiving point, in accordance with the directional characteristic of the generated sound and the orientation of the sound generating point. A calculation section performs a convolution operation between the impulse response and an input audio signal so as to apply thereto the acoustic effect.